

ORIGINAL  
FILE



Ronald B. Gramaglia  
Division Manager  
Federal Regulation

Room 1119K3  
295 North Maple Avenue  
Basking Ridge, NJ 07920  
908 221-8685

December 23, 1992

RECEIVED

DEC 23 1992

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Ms. Donna Searcy  
Secretary  
Federal Communications Commission  
1919 M Street, NW, Room 222  
Washington, DC 20554

Re: Docket No. 92-77 / Compliance Plan

Dear Ms. Searcy:

Attached for the record is the non-confidential portion of AT&T's compliance plan as required in the FCC Order Number 92-77. This plan supercedes prior submissions dated November 23, December 15 and December 17, 1992.

AT&T is filing four additional pages of this plan with Mr. Greg Vogt, Chief of the Tariff Division, for which AT&T is seeking confidential treatment because of the proprietary information they contain.

Sincerely,

Attachment

cc: G. Vogt  
C. Boothby  
B. Esbin

No. of Copies rec'd  
List A B C D E

12

15

AT&T

Dialing Instructions Communication Plan

---

FCC Review

*CC Docket No. 92 - 77*

RECEIVED

DEC 23 1992

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

# Our Objectives

---

- ✓ Comply with the requirements outlined in the FCC Report & Order.
- ✓ Provide consumers with accurate procedures for placing calling card calls.

# AT&T Assumptions

---

- ✓ We MUST provide some form of communication to existing proprietary cardholders -- which includes a *permanent* reminder of these instructions (sticker for back of card).
- ✓ We MUST change all marketing material issued to new card holders to reflect new instructions -- including plastic.

# Changes to our 800 Number Access Code

---

- ✓ A new menu structure has been developed,
- ✓ New prompts have been written and recorded,
- ✓ *The Result:*
  - placing a call using this form of access is now *more direct* and *easier to use*.

**1 800 CALL ATT**

---

# Target Audience

## Dialing Instructions Education

---

All cardholders will receive updated, accurate dialing instructions:

- ✓ Consumer Card
- ✓ Universal Card
- ✓ Business Card

# Message Delivery

---

Will include a mix of:

- ▶ Direct Mail
- ▶ Bill Inserts
- ▶ Bill Messages
- ▶ Direct Account Management
  - account team presentations to customers
- ▶ Public Relations
- ▶ Customer Contact Channel Methods and Procedures
- ▶ Print Advertising
- ▶ Television / Radio

# The Message

---

## *What the Overall Plan will communicate:*

Look at the phone.

If you see a sign indicating AT&T is the long distance carrier, dial "0" + area code + number, then listen for a tone followed by "AT&T." If you hear it, you're on the AT&T Network and you can go ahead and enter your calling card number. If you don't hear "AT&T" after the tone, hang up and dial

**10 + ATT + 0**

(that's 10 + 288 + 0)

**+ AREA CODE + NUMBER**

If you don't see a sign indicating AT&T is the long distance carrier, just dial 10 + ATT + 0 right from the start.

If you still can't get through, don't worry. Just dial our toll-free number 1-800-XXX-XXXX to complete your call.

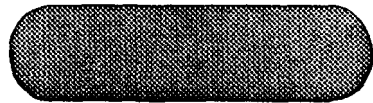


# Existing Cardholders

Card Type	Form of Communication
<i>Consumer Card</i>	Direct Mail -- letter with sticker
<i>Universal Card</i>	Bill insert [ with sticker ] VISA does not allow card issuers to affix stickers to their cards.
<i>Corporate Card</i>	<p><i>Large Business Accounts:</i> customer presentation and bill inserts with sticker.</p> <p><i>Small/Medium Business Accounts:</i> Direct Mail -- letter with sticker</p> <p><i>Corporate Link Accounts:</i> AMEX bill messages</p>

# Communications Plan

## Letter and Envelope



ATTENTION: Important information about  
your *AT&T* Calling Card



295 North Maple Avenue  
Basking Ridge, NJ 07820

Mr. John Sample  
Sample Company  
123 Sample Road  
Anytown, USA 12345-6789

Dear Mr. Sample:

First, look at the phone.

If you see a sign indicating AT&T is the long distance carrier, dial "0" + area code + number, then listen for a tone followed by "AT&T." If you hear it, you're on the AT&T Network and you can go ahead and enter your calling card number. If you don't hear "AT&T" after the tone, hang up and dial

**10 + ATT + 0**

(that's 10 + 288 + 0)

+ AREA CODE + NUMBER.\*

If you don't see a sign on the phone indicating AT&T is the long distance carrier, just dial 10+ATT+0 right from the start.

If you still can't get through, don't worry. Just dial our toll-free number 1 800 XXXX-XXXX to complete your call.

For your convenience, we've enclosed a sticker for the back of your calling card with complete dialing instructions. Please place the sticker on the back of your AT&T Calling Card.\*\*

Thank you.

\* For international calls, dial 10 + ATT + 01 before country code, city code and number.

\*\* Place the sticker below the magnetic stripe on the back of your AT&T Calling Card.

# Communications Plan

## New Cardholders

---

### *For all Markets:*

*New Calling Cards:* all markets will begin efforts to use newly designed 'plates' for the back of the card. The new plates incorporate updated, accurate dialing instructions.

*Support Material:* new card orders will come complete with support material containing updated, accurate dialing instructions.

# New Calling Card Back

---

If you move, or for Customer Service: In U.S. 1 800 CALL ATT; Outside U.S. Collect 816 654-8000

## WHEN IN THE U.S.

**LOOK** at instructions on phone. If AT&T is the long distance carrier:\*

**DIAL** 0 + Area Code + Phone No.

(International: 01 + Country Code + City Code + Phone No.)

**LISTEN** for "AT&T".\* Then:

**ENTER** Card No. + PIN

\* If AT&T is not the long distance carrier, or if you don't hear "AT&T" during the LISTEN step, hang up, dial 1 0 + A T T + 0 (10+288+0) + Area Code + Phone No. Then follow ENTER step.

**IF I CAN'T GET THROUGH** Call 1-800-XXX-XXXX.

# Calling Card Back

## with Dialing Instructions Sticker

---

### *Existing Cards*

If you move, or for Customer Service: In U.S. 1 800 CALL ATT; Outside U.S. Collect 816 654-8000

#### LOOK AT INSTRUCTIONS ON PHONE.

If AT&T is the long distance carrier:

**DIAL** 0 + Area Code + Phone No.  
(International: 01 + Country Code + City Code + Phone No.)  
**LISTEN** for tone and "AT&T". If you hear it,  
**ENTER** Card No. If you don't hear "AT&T," hang up and  
**DIAL** 10 + ATT + 0 + Area Code + Phone No.  
**ENTER** Card No. after tone and "AT&T."

If AT&T is not the long distance carrier:

**DIAL** 10 + ATT + 0 + Area Code + Phone No.  
(International: 01 + Country Code + City Code + Phone No.)  
**ENTER** Card No. after tone and "AT&T."

**STUCK ON THE LINE?** In U.S. dial 1 800 XXX-XXXX; Outside U.S. collect 816 654-8000.

# Communications Plan

## Additional Support

---

- ✓ **Television:** Current/future spots will contain LOOK-first message LISTEN for the AT&T logo, DIAL 10ATT+0
- ✓ **Radio:** same as above
- ✓ **Print Advertising:** future calling card access print advertising will contain updated, accurate dialing instructions.
- ✓ **Public Relations:** will work with consumer advocates and reporters to deliver dialing instruction update. Exploring the the feasibility of in-language assistance.
- ✓ **Customer Contact Channels:** all channel methods & procedures will be revised to incorporate updated instructions.

# Communications Plan

## Timeline

---

Nov 15.....	New 800 no. menu and prompts
Nov 23 - Dec 23.....	Presentation of Plan to FCC
During 1Q93.....Jan/Feb.....	Begin direct mail to existing cardholders
.....	All relevant marketing materials incorporate updated, accurate instructions
Mar.....	New Calling Card back with updated, accurate instructions